 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

**Legend:**


Probability of Occurrence	
High	Almost certain will occur
Medium	Occur at some time
Low	Remote Possibility
Severity of Risk	
Critical	Will greatly affect stakeholders satisfaction
Non- critical	Less effect on stakeholder satisfaction

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Booking to Airline/ Shipping Line	Limited Space Allocation	High Volume of Export Shipment	Low - Mnl <b>Low</b> - Subic Low - Ceb	Critical	Constantly checking with client for target booking or forecast for their future booking <b>Secure advance booking slots and monitor space via weekly carrier calls</b>  Early transfer of cargo to avoid offloading. Regular monitoring of shipping and airlines for changes in schedules and space allocations. (CEBU)	Email/SMS/Viber	To have assigned dedicated person to focus in solicitation and negotiation with several carriers. Strongly connect with shipping and Airlines, build strong relationship to get ease of bookings and favors on space allocations. (CEBU)  Continuous building relationship with Airlines. Establish strong aftersales for client maintenance. (CEBU)  Building deep relationship with the customer.	Request quotations/Email

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**


 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Booking to Airline/ Shipping Line	Limited Space Allocation	Limited choice of carriers	Low - Mnl Low - Subic Low- Ceb	Non-critical	Solicit for additional accredited co-loaders/GSAs.  <b>Establish partnership with airlines and carriers</b>	Email	<b>Establish service contracts for long term collaboration with carriers</b>	Email / contracts
		No choice of carrier due to cancellation of flights during <b>outbreak of infectious diseases</b>	<b>Low</b> - Mnl Low - Subic Low- Ceb	Non-critical	Solicit for additional accredited co-loaders/GSAs  Offer lane to Customers with transshipment port option	Email	Offer premium rate option to Customer to secure space allocation of the carrier that has flight.	Application form/Email/Viber
	Shortage of empty equipment	Port congestion	High - Mnl Med - Subic Med - Ceb	Critical	Book in advance to shipping lines.  <b>Coordinate directly with container yard operator and shipping lines for early release of containers</b>	Email/SMS/Viber	Offer sea priority go option (if applicable and accepted by customers) option to customer as offered by several carriers  <b>Maintain back up carrier</b>	Request quotations/Email

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**


 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Booking to Airline/ Shipping Line	Offloading or Booking Cancellation	Severe Weather events (Typhoons, Floods, Heat waves) leading to port/airports closures or capacity cuts	Medium - Mnl Medium - Subic Medium - Ceb	Critical	Implement a strict weather monitoring SOP using PAGASA/International Advisories.  Ensure early communication with the carrier and client for swift re-booking	Email / SMS / Viber	Establish Contingency Contracts with diverse carriers (Multi-modal options) capable of accommodating sudden cargo shifts due to climate-related cancellations	Request quotations/ Email
Sending of Reports (Pre-alert and Updates)/ Coordination with Overseas Agents	Loss of Accounts	Delay sending of pre-alert to agent	Low - Mnl Low - Subic Low - Ceb	Critical	Enforce strict SOP on daily cargo monitoring.	Email/Shipping instruction from customer	Conduct business review discussion to address communication delays	SOP/MoM
	Temporary Cease of Business Operation of the company	Illegal shipment due to poor accounts pre-qualification of agents	Low - Mnl Low - Subic Low - Ceb	Critical	Incoming shipments must have prior approval from consignee for verification of legitimacy of importation  All documents prior shipments must be properly and accurately check by CX In-charge and must be submitted to client for approval; Ensure no misdeclaration of shipments for smooth flow of transactions.	Email/Agent's contracts	Re-affirmation of agent's contracts  ALL agreements must be binded with Contracts for legal means	Email/Agent's contracts

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**


 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation /Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Sending of Reports (Pre-alert and Updates)/ Coordination with Overseas Agents	Inaccurate Job Instruction report	Incorrect/ incomplete information from Operations	Low - Mnl Low - Subic Low - Ceb	Critical	<p>Advise operations to complete documents indicated in Job Folder Checklist</p> <p>enforce checklist of documentation to be included in the Job File (folder); All approved expenses shall be filed accurately in the Job File; including shipment history and all original receipts as well as DR duly received by customers.</p>	Job Folder Checklist	Reiterate to operations for the complete and precise information to be indicated on Job File. Enforcement of tight checking of all information included in the Job Files.	Job Folder Checklist
	Diminishing Margin	Inaccurate sending of information to customer	Low - Mnl Low - Subic Low - Ceb	Critical	<p>Obtain and verify information needed to/from the customer</p> <p>Attain approved quotations from Sales; Ensure all final JI's are correct. (CEBU)</p>	Email, Viber, SMS, Skype, WhatsApp	Conducts regular review of SOP; Train CX In-charge in Customer and documentation Management.	MoM/Training Calendar of activities/Coaching Log

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**


 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation /Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Handling of Customer Complaints	Unhappy Customer	Unresolved Customer Complaints	Low - Mnl Low - Subic Low - Ceb	Critical	Coordinate with the concerned personnel/ department  Training of Problem-Solving Process. Elevate Customer complaints to the concerned department personnel, discuss resolutions and communicate with customer internal actions done to resolved issues.	NCAR/CRM/Emails	Close monitoring of NCAR Resolution and re- alignment meeting with client/operations team.  Create customer retention program to include aftersales -discussion of how to make it better moving forward and enforce strong monitoring of customer complaint closure.	NCAR/CRM/MoM
		Late Response	Med - Mnl Low - Subic Low - Ceb	Critical	Close monitoring and prioritization of customer concerns- quick actions on customer complaints handling; ensure to get back to the affected customers resolutions discussed internally to resolved the complaints.  Customer complaints received shall be assessed by handler, discuss to immediate head with solutions at hand.	Email/MoM/2Ps	Conduct quarterly Business Review.  Establish Customer Cards to record all customer complaints Deepen the relationship with the customer and familiarize their customized needs.  Continuous revisit of 2Ps and Irregularity Matrix  Closely monitoring client's KPI to ensure to meet client expectation. Establish a policy of customer complaints updating turn time as part of CX KPI.	MoM/2Ps

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**

 <b>F2</b> <b>GLOBAL LOGISTICS</b> <small>LET'S MOVE. NOW.</small>	<b>Customer Experience - PRAM</b>  <b>Process Risk Assessment Matrix</b>		<b>Document Number:</b>  PR-GL-02.01
	<b>Department:</b> Customer Experience	<b>Effective Date:</b> November 25, 2025	<b>Revision No.:</b> 7

CUSTOMER EXPERIENCE: PROCESS RISK ASSESSMENT MATRIX								
Key Process	Risk	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
TELEMARKETING /BOOKING SOLICITATION	Missed opportunity to assist in increasing Revenue	Too Much Workload	High - Mnl Low - Subic Med - Ceb	Non-Critical	Evaluate KPI result monthly to address the challenges encountered for unmet target.  <b>Review workload distribution monthly and re-distribute tasks</b>  Hire additional personnel upon submission of resignation of previous employee	KPI/Mom/ MRF	Ensure to conduct Performance evaluation	Performance Evaluation
		Lack of Training	Low - Mnl Low - Subic Low - Ceb	Non-Critical	Ensure to conduct Telemarketing training for newly hired personnel.  Evaluate KPI result monthly to address the challenges encountered for unmet target	KPI/Mom/Training Score Card	To attend program and seminar cascaded by team leader and HR for continuous learning to become an effective telemarketer.	Training score/Training Calendar

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**